

'Customer orientated processes' CEM World Tour



'Improved processes to deliver better citizen services'
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Overview of Southwark



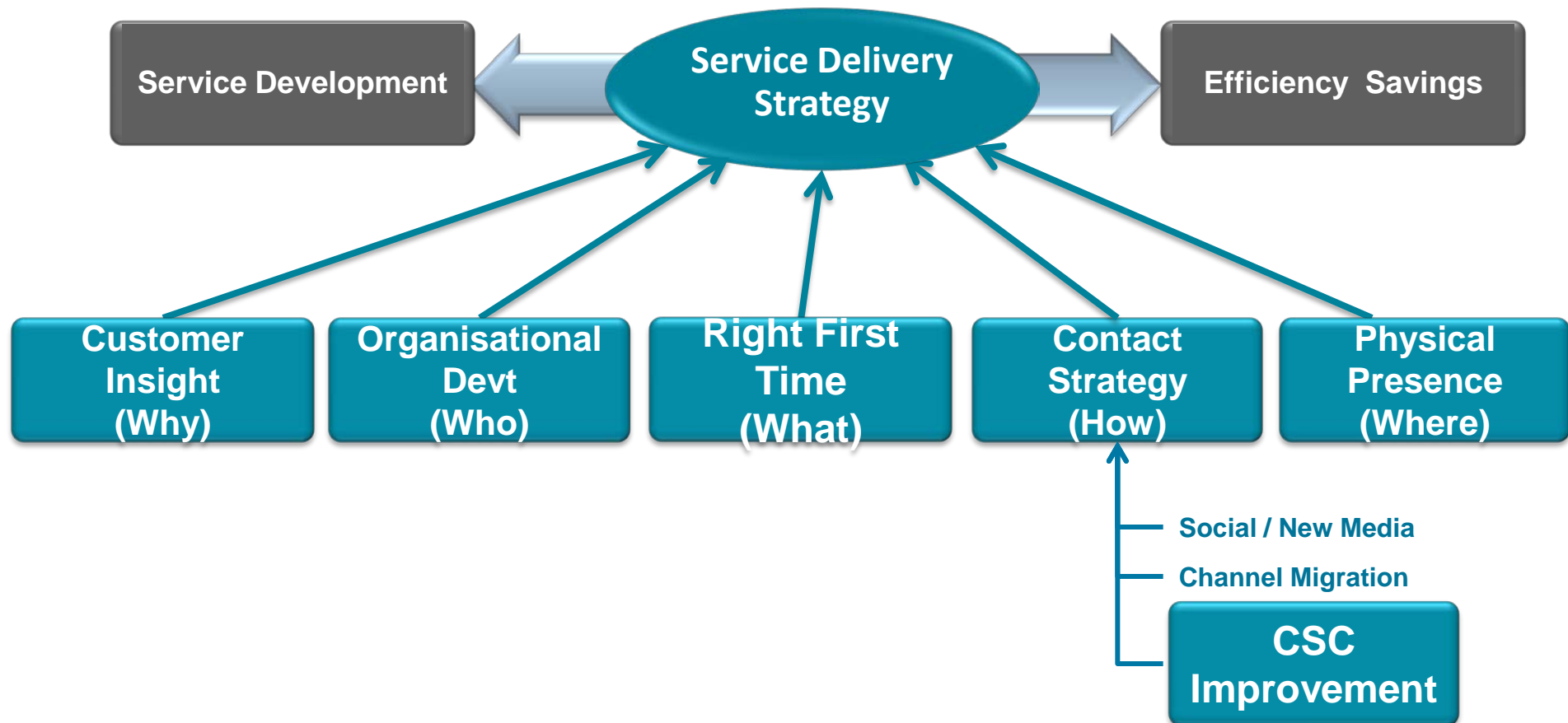
- 120,000 properties
- Largest social landlord South
- 10,000 businesses
- 40,000 benefit claimants
- 100 languages
- Outsourced customer services contract

Introduction

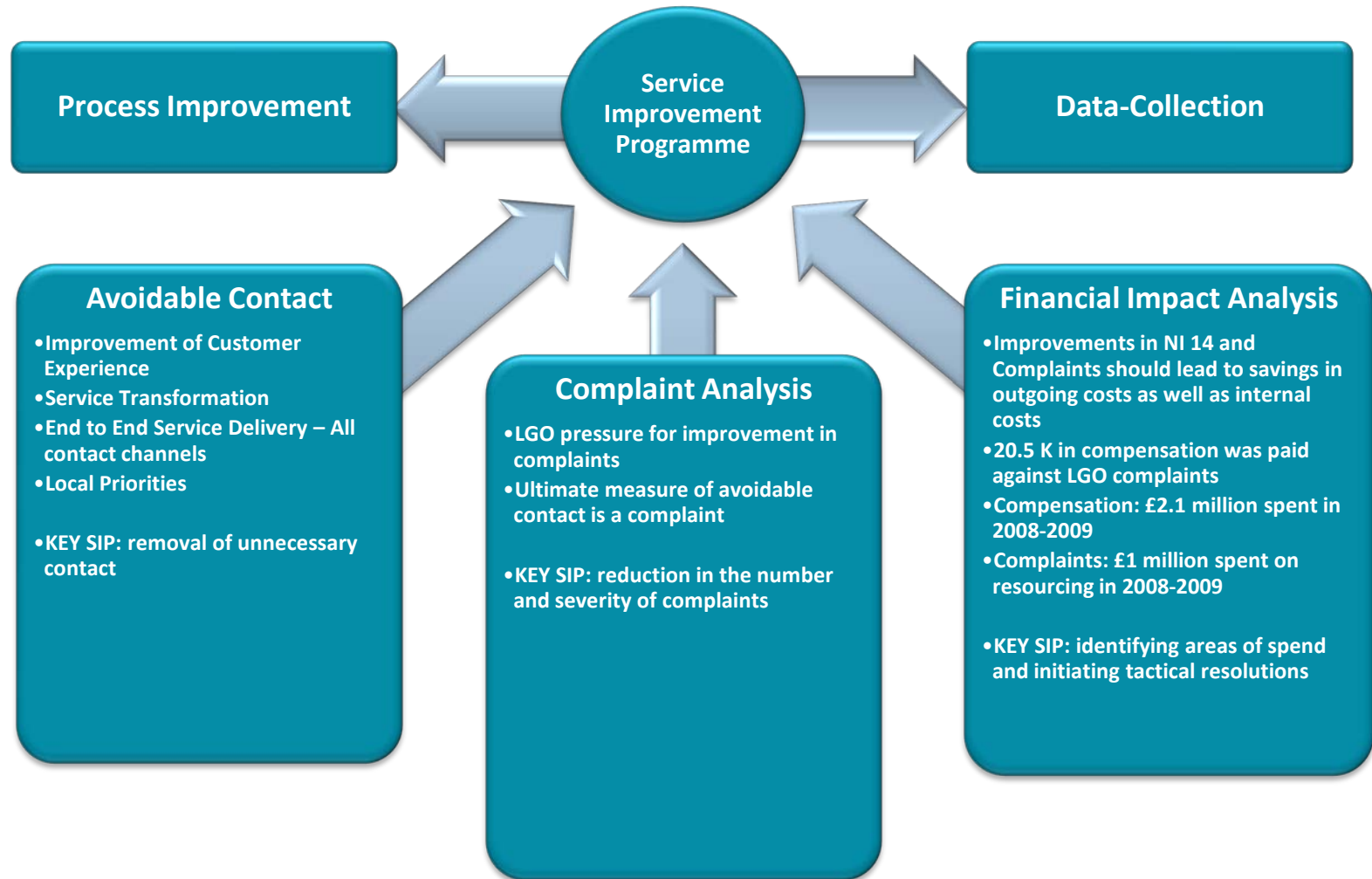
- Context- continual need for efficiency
- The process of review
- Delivering customer friendly solutions
- Examples of efficiency & the national agenda



Developing the strategy for improvement



Detailed analysis





One Touch Dashboard

Customer: RODGER MATHEWS
 Customer Reference Number: 0000092811
 CRM Ticket Number: 8001978982

CRM data | Forms & services | Historical forms | Proofs | Bookings

In Progress

NEW RECYCLING BIN SERVICE REQUEST	NEW WASTE BIN SERVICE REQUEST	COUNCIL TAX REGISTRATION FORM 25%	HOUSING AND COUNCIL TAX BENEFIT FORM 100%
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Edit Withdraw
Submit Submit All

Available

ELECTORAL REGISTRATION FORM 24%	PARKING PERMIT APPLICATION 18%	LIBRARY APPLICATION FORM 58%	FREE SCHOOL MEALS APPLICATION FORM 26%	CLOTHING GRANT APPLICATION FORM 26%
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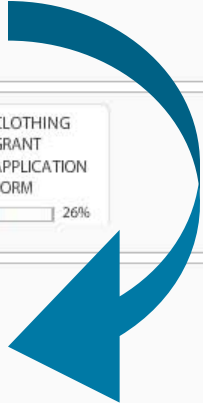
Activate
Select other forms/services: ▾ ▴

Complete/Submitted

View

Approved

View

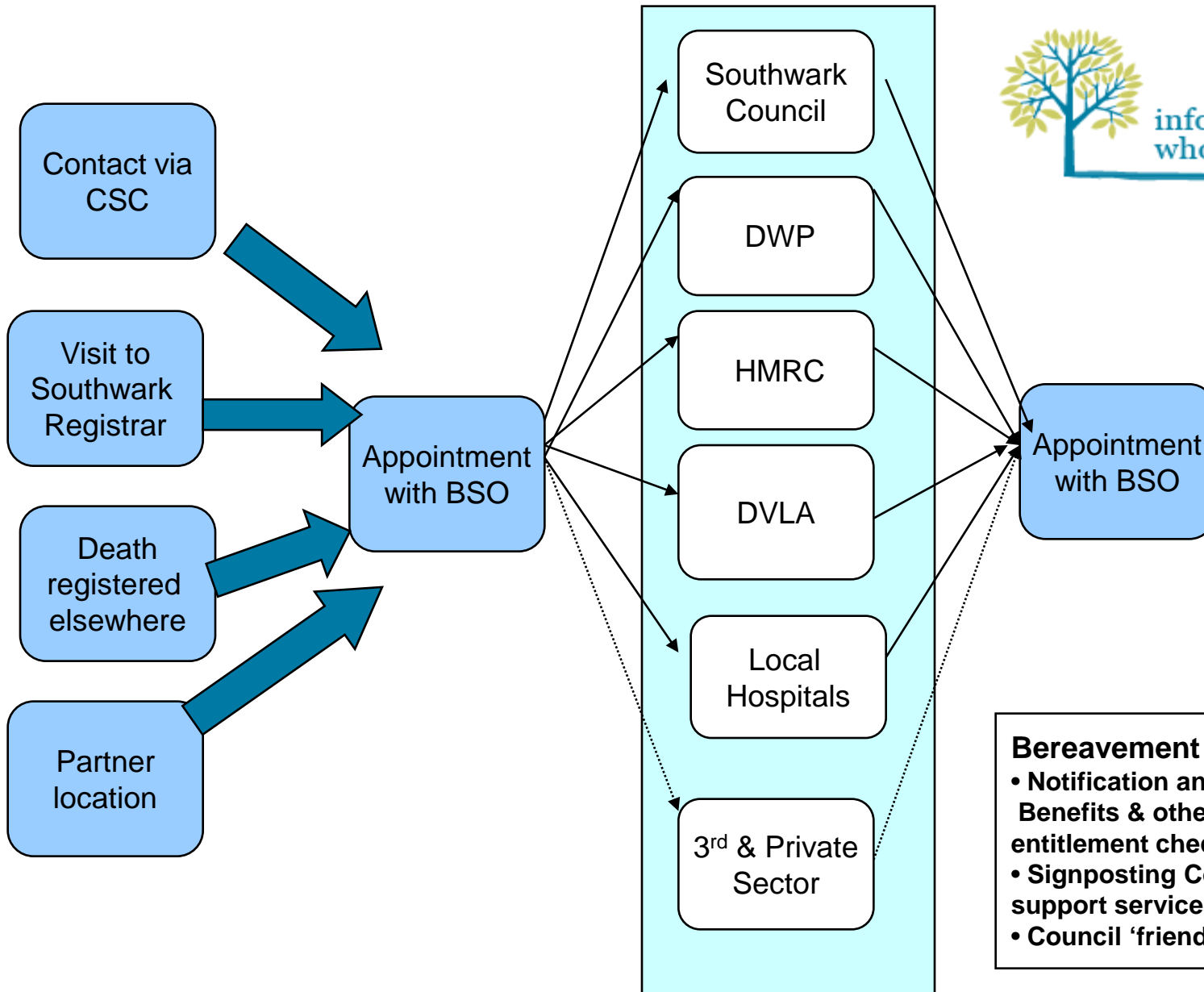


Web development

- Flexible CMS solution
- Adobe LiveCycle based form design
- Account based enquiry for customers
- Personalised to their need via CRM
- Multi service applications
- Account enquiry
- Google search plus top online requests straightforward processing
- Ease of use is key



informing the people
who need to know



Bereavement Support Service

- Notification and who else to tell
- Benefits & other services, entitlement check
- Signposting Counselling and other support services
- Council 'friend'

Summary

- Central government sharing of data
- People centric process- multiple service requests
- IT enabler – user friendly, ease of access
- Right first time – reducing error
- Simplification

